

# ***Universal Chapter Membership PowerPoint***

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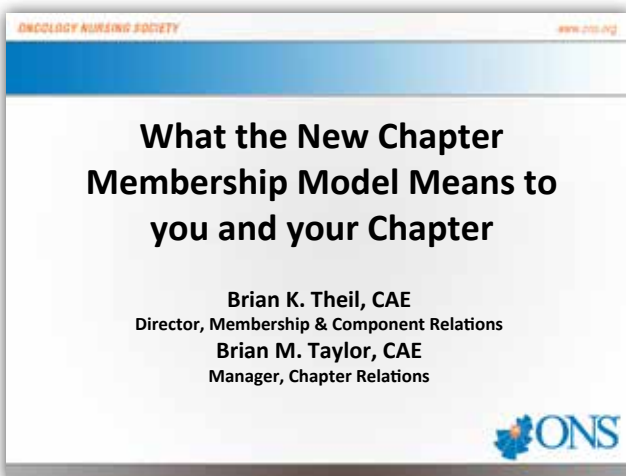


# Universal Chapter Membership PowerPoint

You're going to want to be sure you can educate both your existing and new chapter members about the universal chapter membership. ONS is here to provide resources to help you do just that.

The following PowerPoint presentation is available on the main chapter virtual community page at [chapter.vc.ons.org](http://chapter.vc.ons.org). We encourage you to use it at your next chapter meeting to bring everyone up to speed on the changes. You can also post it to your individual chapter virtual community or use it or parts of it to meet your particular needs. You may even want to share the link with all of your chapter members via email.


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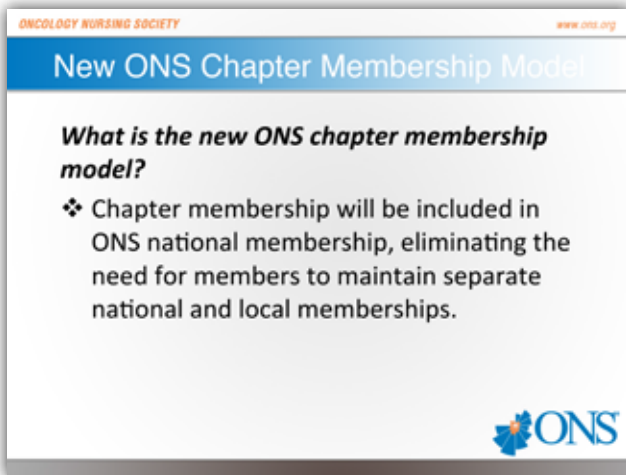
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## What the New Chapter Membership Model Means to you and your Chapter

Brian K. Theil, CAE  
Director, Membership & Component Relations  
Brian M. Taylor, CAE  
Manager, Chapter Relations



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## New ONS Chapter Membership Model

### What is the new ONS chapter membership model?

- ❖ Chapter membership will be included in ONS national membership, eliminating the need for members to maintain separate national and local memberships.



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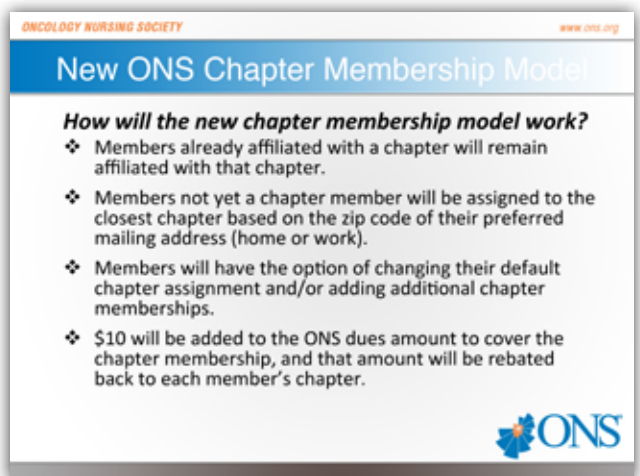
## New ONS Chapter Membership Model

### Why is this new model being implemented now?

- ❖ During 2011 and 2012 a Membership Models Task Force of the ONS Board of Directors reviewed various aspects of the ONS membership experience to determine ways to continually improve that experience and to position the Society for future growth and sustainability.
- ❖ Their work took into consideration significant amounts data, including member feedback derived from a number of sources. Among other key outcomes, this research revealed that members who were engaged in ONS at the local level tended to be much more engaged at the national level as well, demonstrated higher levels of overall satisfaction, and were much more likely to retain their membership for a number of years.
- ❖ However, currently only about one-third of all ONS members belong to their local chapter. These factors contributed to the task force recommending, and the board approving, a new membership model whereby chapter membership is no longer an optional add-on experience but automatically included as part of ONS membership.



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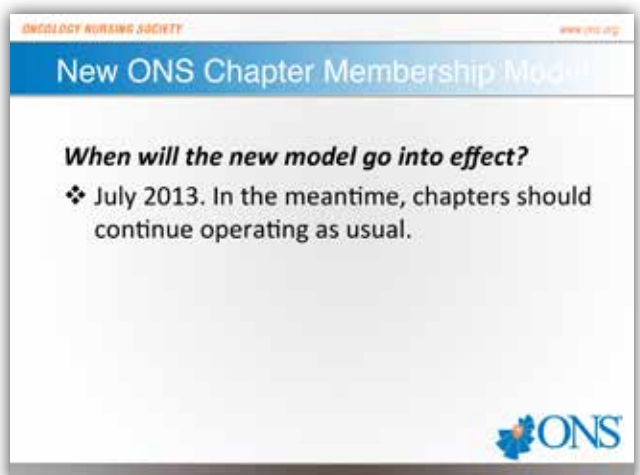
## New ONS Chapter Membership Model

### How will the new chapter membership model work?

- ❖ Members already affiliated with a chapter will remain affiliated with that chapter.
- ❖ Members not yet a chapter member will be assigned to the closest chapter based on the zip code of their preferred mailing address (home or work).
- ❖ Members will have the option of changing their default chapter assignment and/or adding additional chapter memberships.
- ❖ \$10 will be added to the ONS dues amount to cover the chapter membership, and that amount will be rebated back to each member's chapter.



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## New ONS Chapter Membership Model

### When will the new model go into effect?

- ❖ July 2013. In the meantime, chapters should continue operating as usual.




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## New ONS Chapter Membership Model

### **How was the \$10 amount arrived at?**

- ❖ The Task Force and the Board collected and analyzed data regarding dues from all ONS chapters and considered the financial implications of various dollar amounts. The dues amount charged by chapters varies greatly, with some chapters charging no dues, some minimal dues, and some up to \$40. The average amount charged by all chapters is about \$21, with the amount depending on what products and services each chapter offers, and whether or not the dues amount covered attendance at the chapter's dinner meetings.
- ❖ The task force and Board wanted to keep the dues amount as reasonable as possible while still providing chapters with enough revenue to maintain their current level of operations.
- ❖ A financial analysis showed that, because of the large influx of new members, virtually all chapters will realize a significant increase in dues revenue, even at the \$10 amount. Keep in mind that the average chapter's membership will now triple. If your chapter currently has 50 members, and you charge \$20 for dues, your dues revenue is \$1,000 per year. With 150 members paying \$10, your dues revenue will now be \$1,500.



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## New ONS Chapter Membership Model

### **How will the new model benefit members?**

#### **For existing chapter members**

- ❖ Eliminates need to maintain separate national and local memberships
- ❖ Eliminates need to pay two separate dues amounts
- ❖ In most cases will result in a decrease in chapter dues




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## New ONS Chapter Membership Model

### **How and when will chapters receive the dues rebates from ONS?**

- ❖ The money will be sent to chapters via Electronic Fund Transfers (EFTs) to their bank account.
- ❖ Funds will be transferred on a quarterly basis.



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## New ONS Chapter Membership Model

### **How will the new model benefit members?**

#### **For new chapter members**

- ❖ Expanded opportunities for local education
- ❖ Additional networking and leadership opportunities
- ❖ The ONS membership experience close to home




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## New ONS Chapter Membership Model

### **How will this new model benefit chapters?**

- ❖ No more collecting and processing separate dues.
- ❖ No more maintaining separate membership lists and reconciling that with ONS national office.
- ❖ Three times as many chapter members.
- ❖ Larger pool from which to recruit new chapter leaders.



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## New ONS Chapter Membership Model

### **How can I learn more about the new chapter membership model?**

Contact [chapters@ons.org](mailto:chapters@ons.org).

